



# ON THE ROAD

A typographical journey through some ideas  
by Víctor García

# WHERE ARE WE GOING?

In our daily work  
we have to face  
certain prejudices that  
people like to use  
to diminish our ideas.

This brochure tries to give  
another chance to **Zootype**  
in this unfair battle.

You can see the result  
in the following pages.  
I hope you enjoy it.

# HAVE A GOOD JOURNEY!

ARE YOU REALLY THINKING ABOUT

ZOO TYPE

TO SELL A CAR?



YOU MUST BE KIDDING!

(Worried comment of an Account Executive).

YOU MEAN  
A TOY CAR



DON'T YOU?

(The Account Executive, who is also our friend, is desperately trying to believe that we are not crazy).



THE

QUICK

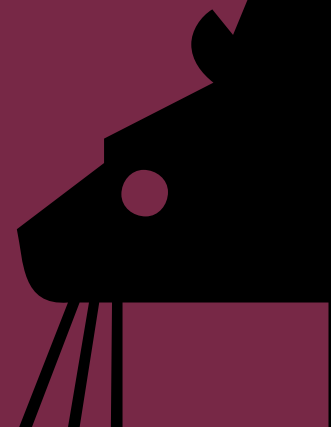
BROWN

FORD

JUMPS

OVER A

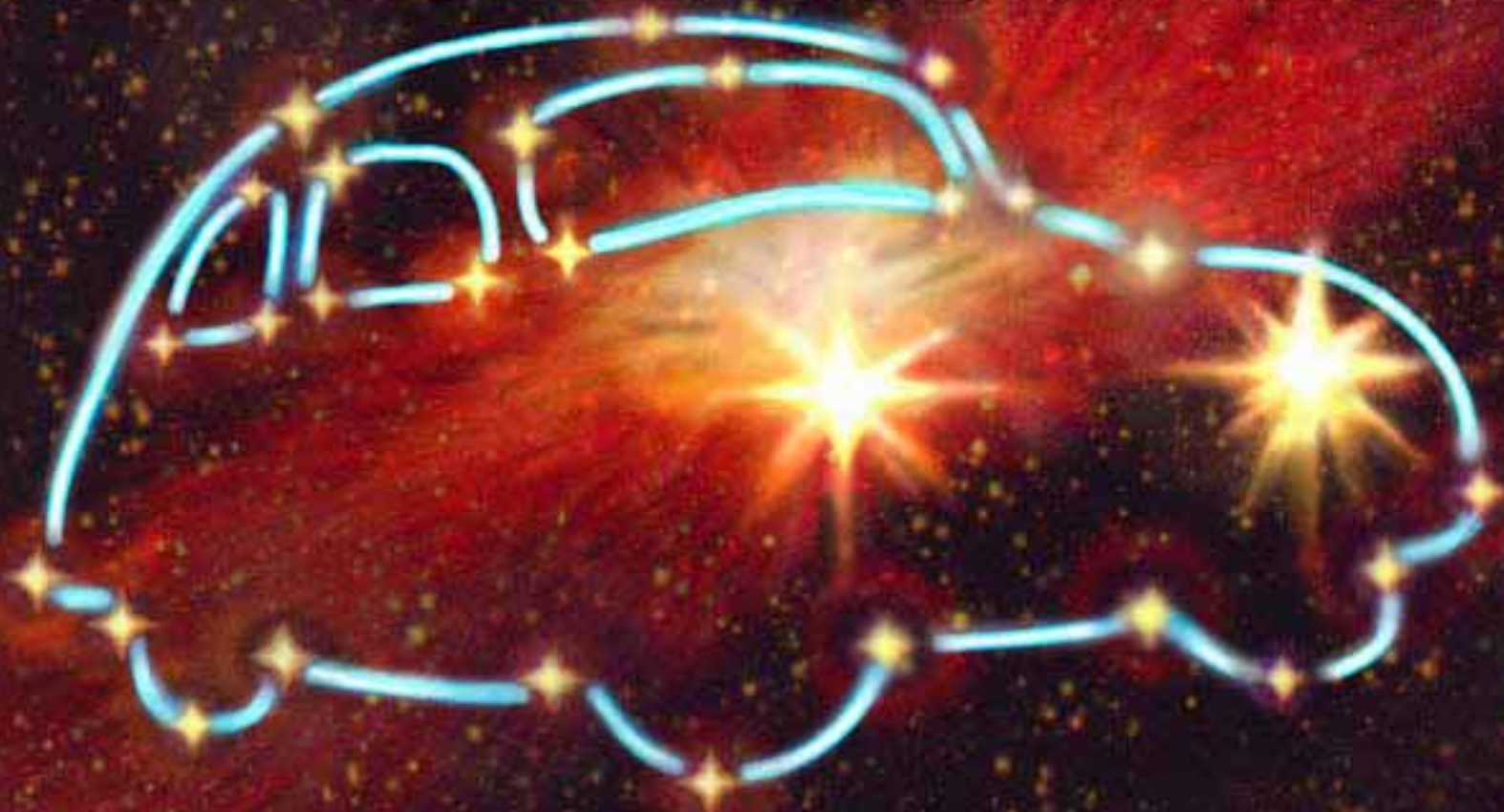
LUCKY DODGE



**ZOOTYPE**

**Typedesign about generic fauna • 1997**

**2nd. Prize / Fun Category • 2nd. International Digital Type Design Contest / Linotype Library / 1997**



# THE BIG BUG THEORY

*This AD belongs to a simulated graphic campaign. It's just an excuse to demonstrate the Zootype advertising possibilities to sell cars -no car in particular-. Imagine in its place the car model you like.*

The car model shown here is an artwork of an imaginary model. Any similarity with real car models is a coincidence.

**PROTOTYPE**®  
A Fantasy Car Company  
FRIENDLY SPORT SERIES



# FEEL THE FREEDOM

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# ZOOTYPE LAND

Typedesign about terrestrial fauna • 1998/99

# HIGHLANDS SAFARI

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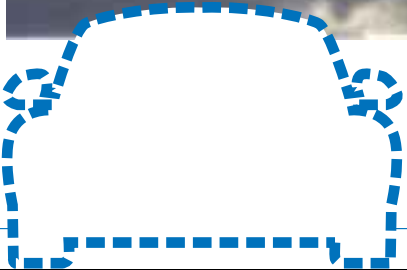




# ZOOTYPE AIR

Typesdesign about flying fauna • 1998/99

# RIDE ON THE WIND



*This AD belongs to a simulated graphic campaign.  
It's just an excuse to demonstrate the Zootype Air  
advertising possibilities to sell cars -no car in particular-.  
To fill the dotted line next, imagine the great  
performance and stylish car model you like.*

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GRAND SPORT SERIES



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# ZOOTYPE WATER

Typedesign about aquatic fauna • 1998/99

# NATURE Imitates ART

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*This AD belongs to a simulated graphic campaign. It's just an excuse to demonstrate the Zootype Water advertising possibilities to sell cars -no car in particular-. Imagine in its place the great performance and stylish car model you like.*

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GRAND SPORT SERIES



# BE FEARLESS



 Some people think that **Zootype** is a nice type design to use in ecological design projects, but they believe that it won't work so well to advertise -for example- a car.

 To prove they could be wrong, I developed some creative ideas to sell cars using **Zootype**. To avoid using known trademarks, I have created my own fantasy car company to show ideas.



## ABOUT IDEAS

Beware, ideas can jump up to your head at any time. But you should take it easy, ideas don't bite.





# THE JUNGLE STAYS BEHIND



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GRAND SPORT SERIES



# WHAT DO YOU HAVE IN MIND: TYPES OR



Talking about graphic communication, the typography is just a tool and its selection depends always of an idea, not the other way around.



When you label the fonts, like: "this one is for cars"; "this one is for toys" or, -on the contrary-: "this one is not for cars"; "this one is not for toys"- you're cutting off your creative possibilities. Nobody can help you when you set limits to your own mind.

## IDEAS?

But thinking creatively, you would see that **Zootype** works not only to sell cars, but also to sell whatever you may think of.



# WILDLY COOL



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**PROTOTYPE**®  
A Fantasy Car Company  
GRAND LUXURY SERIES



**CREATIVE**

# GUIDELINES



## Communication aim:

To demonstrate Zootype's advertising possibilities to sell cars.



**Product: Zootype and imaginary cars.** These are not ADs to promote specifically the kind of cars shown here.



## Product marketing: Imaginary.

I don't pretend that my graphic pieces run out the possibilities of using Zootype in this matter.



## Media: Advertisements.

Adaptable to other graphic forms, like posters, brochures, etc.



The car shown on the Ads is an artwork of a non defined model, used to exemplify the generic concept of "present time car".

The artwork does not represent any car model in particular.

Any possible similarity with any real model is a coincidence.



# STARRING

## TITLES



Text (advertising)

Text (story)

Linotype Zootype™ typedesign by Víctor García

Linotype Harry Cars™ typedesign by Robert Hasse

Linotype Brewery™ typedesign by Gustavs A. Grinbergs

Linotype Ergo™ typedesign by Gary Munch

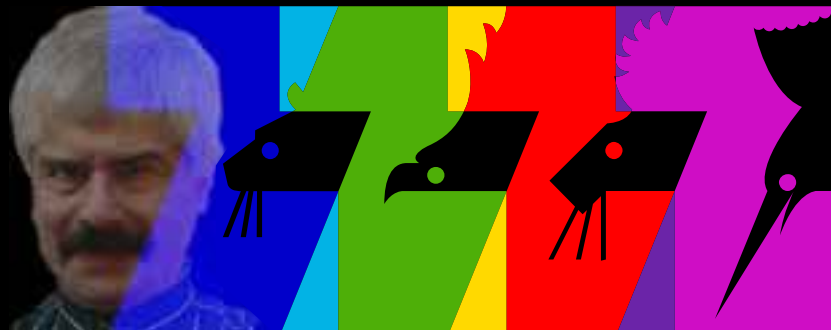
# FOUNTS

# THANK YOU



I'm specially thankful to  
**Mr. Bruno Steinert** and the **Linotype Library's**  
crew for the opportunity they gave me to show  
some **Zootype** advertising possibilities in a  
creative way.

I also thank to my wife **Adriana Ellinger**  
-also a designer- for her support about the idea,  
so as to my son **Marcos** for his collaboration with  
some artworks and to him and to **Cristina Ellinger**  
for their help with the English text.



# THAT'S ALL, BUT



**If you are an Account Executive**, there's still a dilemma to be solved: Are these ADs to sell cars also suitable to sell a typedesign, or vice versa? I do not have the answer. Anyway, let the ideas grow instead of flattening them.



**If you are a Designer**, I hope you feel encouraged enough to explore it by yourself using Zootype in other creative ways. Have a nice trip!



**If you represent a Car Company**, the whole creative ideas of the ADs shown here are waiting for a buyer. If you are interested, please contact me in the address below.

## Credits:

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Idea, text and graphic design ©Víctor García.

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